Starting kafka environment,

bin/zookeeper-server-start.sh config/zookeeper.properties

bin/kafka-server-start.sh config/server.properties

To create topic from kafka root folder,

bin/kafka-topics.sh --create --topic exercise --bootstrap-server localhost:9092

Reading Messages from created topic

bin/kafka-console-consumer.sh --topic exercise --from-beginning --bootstrap-server localhost:9092